



A NEW IDENTITY
CITY ADOPTS LOGO

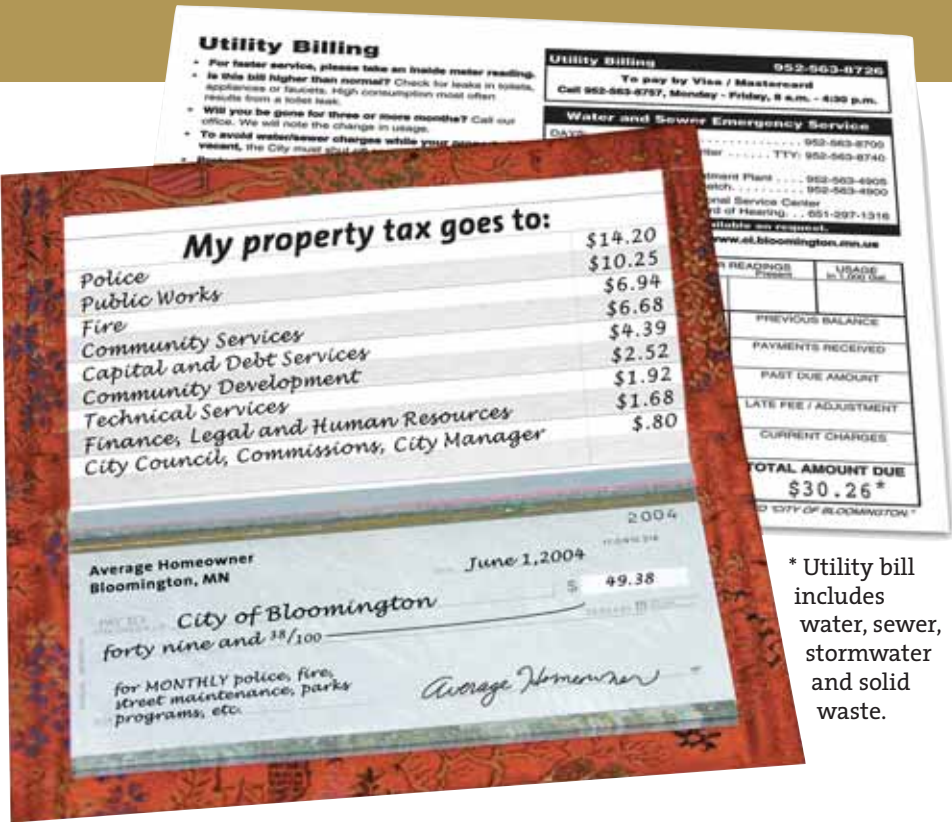
IN 2003, A NEW LOGO WAS ADOPTED to identify the City organization to the public. The logo is being applied to interior and exterior signs, stationery, City publications and vehicles as a result of the City's quest to establish a brand identity. Depicting a cityscape framed by the Minnesota River, the new logo replaces the "Bubbling B" symbol in use since 1976. The new logo is being implemented gradually in order to minimize transition costs.



CITY OF BLOOMINGTON
ORGANIZATIONAL
CHART

BLOOMINGTON'S CHARTER PROVIDES for a council-manager government. The City Council and Mayor, elected by the people, exercise legislative power and determine all City policies. Advisory boards and commissions gather information and advise the City Council on specific issues. Day-to-day operations are directed by the Council-appointed City Manager. The City Manager oversees the eight departments and the Technical Services Group that carry out the services, activities and policies of the City of Bloomington.

CITY SERVICES YOUR TAX DOLLARS BUY



HOME VALUE GROWTH
REMAINS STRONG

CITY SERVICES ENHANCE OUR LIVES and provide a stable foundation that helps home values continue to grow. Median home value has increased from \$178,800 in 2002 to \$195,800 in 2003, a 9.5 percent increase.

The City works hard to provide a broad range of quality municipal services at one of the lowest property tax costs per household in the metropolitan area. A homeowner's investment of approximately \$600 per year in City services has aided the average home value increase of more than \$14,000 per year for the past four years. A good investment in services is one of the factors that helps promote home equity appreciation.

RESIDENTS RECEIVE CITY SERVICES
AT AN AFFORDABLE PRICE

RESIDENTS RECEIVE A VARIETY OF CITY SERVICES AT AN AFFORDABLE PRICE. THE COST of City services in 2004 for the owner of a median-priced home in Bloomington with a 2003 assessor's market value of \$195,800 is \$49.38 per month. Utilities are competitively priced and remain stable in 2004. The value received from City services compares favorably to charges for other monthly bills.

Net property tax cost is obtained by subtracting all revenue sources, other than the property tax, from departmental expenditures. Water and sewer utilities are fee-based.

Property tax-supported services

The checkbook above shows how the monthly cost of property tax-supported services is divided among City departments.

Monthly cost of utilities

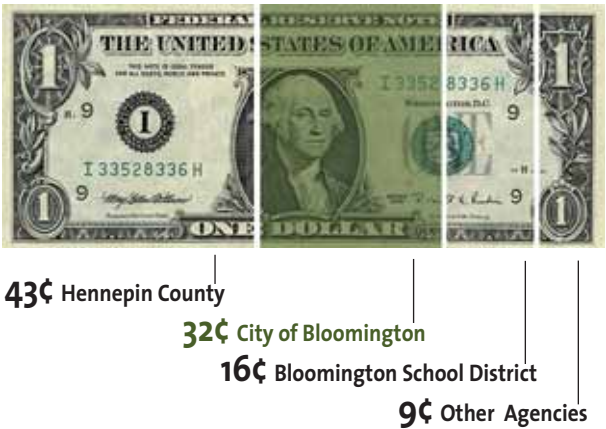
The monthly utilities cost for a median-priced home in Bloomington is \$30.26 in 2004. Services include water, sewer, stormwater and solid waste. Charges, based on usage of 7,500 gallons per month, have remained stable since 1996. *Note: Water bills are mailed bimonthly and average \$60.53 per bill.*



DIVIDING UP YOUR 2004 TAX DOLLAR

YOUR TAX DOLLAR IS DIVIDED AMONG SEVERAL GOVERNMENTAL entities. As the graphic at right shows, for every dollar of taxes paid, 32 percent pays for City services.

The actual amount of taxes owed is based on market value, tax law and the levy. The levy for all local governmental entities is spread across properties within the city's boundaries using tax capacity, a function of market value and property type. After applying educational aids, a Bloomington homeowner with a median home value pays \$2,180 in property taxes. Of that, \$593, or \$49.38 per month, goes to the City for services. The remaining \$1,587 goes to the School District, County and other taxing districts.



BLOOMINGTON RANKS WELL IN TAX RATE COMPARISON

IN A 2003 COMPARISON OF 15 COMMUNITIES in Hennepin County with more than 20,000 residents, the average household cost of services in terms of property taxes and property tax aids (when adjusted for Fiscal Disparities) showed Bloomington ranking the lowest. The average household in Bloomington paid \$37.50 per month in property taxes to the City.

